



Centennial values customer service and is focused to be the most proactive government with the *best customer experience*. Therefore each month you will receive a Customer Experience (CX) Moment with ideas, suggestions and tips to help get you thinking about how to deliver a great customer experience.

Keep it simple

Most of us are familiar with the KISS principle. For those who may not know the acronym KISS stands for 'Keep it simple stupid,' and it refers to a 1960's design principal in which most systems work best if they are kept simple rather than made complicated.

While the KISS principle is not a new concept it correlates really well with the modern customer experience movement in the business world. It is not uncommon to hear terms like 'customer delight' 'delight your customer' and 'delight the customer.' Yet, what does 'customer delight' really mean? Delight is one of those subjective terms that could mean different things to different people.

So, to truly 'delight the customer' you should just focus on keeping it simple and being easy to work with.

What this means for Centennial

So, what can we do to 'keep it simple' for our customers?

- Remove the obstacles.
- Make it easier for customers to get answers and resolve concerns.

The amount of effort a customer must exert to resolve their concerns is important in Centennial, and we track it on our monthly customer satisfaction survey: www.centennialco.gov/survey

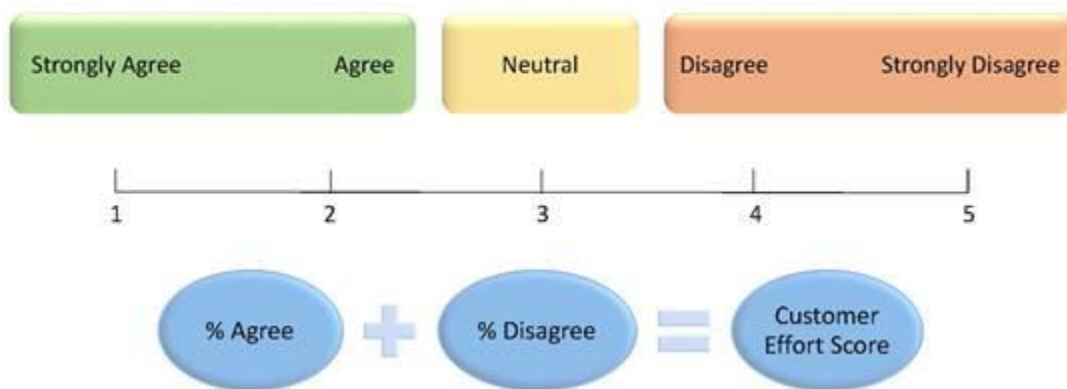
We use multiple metrics to measure customers' perception of the experiences. One of these metrics measures how easy it is to do business with us, or in other words 'customer effort:'

Customer Effort Score (CES) – Is a powerful metric to help measure customer service satisfaction. The underlying thought is that service providers create loyalty with customers primarily by reducing customer effort.

Centennial uses two questions measure our Customer Effort Score. *“To what extent do you agree with the following statement: The City of Centennial made it easy for me to handle my issue.”* with a rating scale of 1 (Strongly Disagree) to 5 (Strongly Agree). And a follow up question of *“What specific technologies, business processes and/or employee behaviors made doing business with the City easy or difficult?”*

Our year-to-date Customer Effort Score is: 54.2

Customer Effort Score (CES):



Using these two questions in conjunction enables Centennial to identify what customers find easy or difficult about our processes and make targeted efforts to simplify things.

A prize will be awarded to the first person to [share their ideas](#) about how we can:

- Remove Obstacles, and
- Make it easier for customers to get answers and resolve questions.

Thanks for everything you do to make service at Centennial great for our customers! Keep up the good work!